

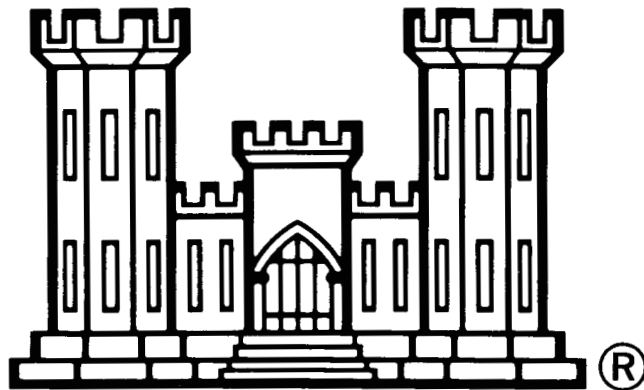
Since its inception, the Corps of Engineers has used a variety of graphic symbols to communicate an image of strength and unity. The historical and traditional symbols designed over the years have been important to the development of the Communication Mark, currently used to identify the Corps to the general population. Agency identification should always be the principle unifying graphic element in any project where presentation is in a visual format. There are occasions when the use of one of the historic symbols or coats of arms is appropriate, in place of the more modern Communication Mark.

In deciding whether to use the current Communication Mark or one of the more traditional symbols, you should consider the desired effect of your presentation. The appropriate use of a Corps symbol can be effective in establishing the image of the agency. The Communication Mark conveys a contemporary image of the Corps as a government agency that is both modern and in touch with the public it serves, while the historic symbols provide a sense of tradition that in specific presentations is important to the Corps image.

Contact the Graphic Standards Coordinator, HQUSACE, CEIM-IV, for advice on the use of historical symbols represented in this section of the manual. All symbols are available in diskette format.

Traditional Castle — The traditional castle is an important symbol representative of the long history and national significance of the Corps of Engineers. Dating back to about 1839, this symbol is used only in special applications, specifically when a sense of the tradition and history of the Corps are an essential part of the visual presentation. It is recommended for special and limited use such as for awards, historic presentations, executive and military officer letterhead, business cards and similar applications.

The Traditional Castle Symbol has been registered with the US Patent and Trademark Office on November 23, 1993 as registration NO. 1,806,429. The ® symbol is to be displayed with the Castle Symbol when reproducing printed promotional material that is intended for public usage.



Official Essayons Coat of Arms — Shortly after the Civil War in 1867, the Corps of Engineers adopted the Essayons Coat of Arms in commemoration of the consolidation of the Topographical Engineers (est. 1830's) and the regular Corps of Engineers (est. 1802). The symbol displays the Corps motto “Essayons,” Latin for “Let Us Try.” This Essayons symbol is rarely used today, except in presentations of traditional or historic significance. It is appropriate for use on awards, plaques, and in visual presentations related to the military functions of the Corps of Engineers.



Typical Wooden Sign Plaque

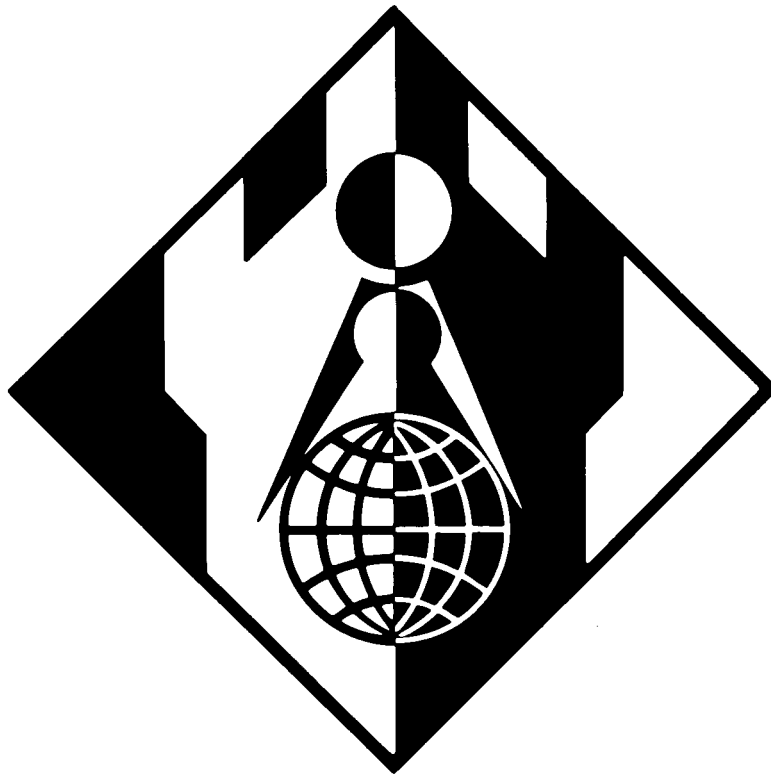
Official Essayons Unit Crest — This modern symbol is the official Corps of Engineers unit crest, which is worn by USACE military personnel. The eagle, our national symbol stands behind the scarlet and white tower representing the Corps of Engineers and its construction mission. The world-wide scope of the Corps mission and its service to the nation in the past, present and future are suggested by the sun symbol and globe. The olive branch connotes the peaceful nature of the Corps mission and the oak stands for fortitude, while the branches symbolize the agency's concern for the environment. The eagle proudly carries the Corps historic motto, "Essayons," meaning "Let Us Try." Most appropriately used in relation to the military functions of the Corps, the symbol is usable in most graphic applications.



Engineers Officers Button — This symbol is found on the buttons of the Class A military uniform for Corps of Engineers officers Army-wide. The symbol of the button has no other authorized graphic application.



USACE Shoulder MACOM Patch — The patch, originating in 1980, was designed to be worn by Corps of Engineers military personnel, with the exception of those assigned to the Pentagon. The symbol of the patch has no other authorized graphic application.



Engineer Regimental Crest — The regimental crest incorporates all facets of the engineer mission. The gold turreted castle has been the official symbol of the Corps of Engineers since 1921, although the device has existed since before the Civil War. Scarlet and white are the official colors of the Corps. Scarlet symbolizes our shared heritage with the Artillery. White, which was the original color of the infantry, symbolizes the Corps secondary mission. The crest is officially worn on the uniforms of USACE military personnel. Displaying both the Corps castle and the “Essayons” motto, this symbol is a popular graphic used in awards, plaques and other visual presentations.

